

FIG. 3

```
graph TD
    70[Cellular service provider receives cell phone location information] --> 74{Any third party receiver of location information?}
    72[Mobile subscriber's identity information] --> 74
    74 -- Yes --> 76[Send location information to the third party without disclosing the mobile subscriber's identity]
    74 -- No --> 82{Is location information utilized by cellular service provider for sending advertisements to the cell phone?}
    76 --> 78[Third party sends location-specific advertisements to the cell phone]
    82 -- Yes --> 84[Cellular service provider sends location-specific advertisements to the cell phone]
    82 -- No --> 80([END])
    78 --> 80
    84 --> 80
```

The flowchart illustrates a method for sending location-specific advertisements to a cell phone. It begins with a box labeled 70: "Cellular service provider receives cell phone location information". An arrow points from this box to a decision diamond labeled 74: "Any third party receiver of location information?". A second box, labeled 72: "Mobile subscriber's identity information", also has an arrow pointing to the diamond 74. From diamond 74, a "Yes" path leads to box 76: "Send location information to the third party without disclosing the mobile subscriber's identity". From box 76, an arrow leads to box 78: "Third party sends location-specific advertisements to the cell phone". From diamond 74, a "No" path leads to another decision diamond labeled 82: "Is location information utilized by cellular service provider for sending advertisements to the cell phone?". From diamond 82, a "Yes" path leads to box 84: "Cellular service provider sends location-specific advertisements to the cell phone". From diamond 82, a "No" path leads directly to an oval labeled 80: "END". Both box 78 and box 84 have arrows pointing to the "END" oval (80).

FIG. 4

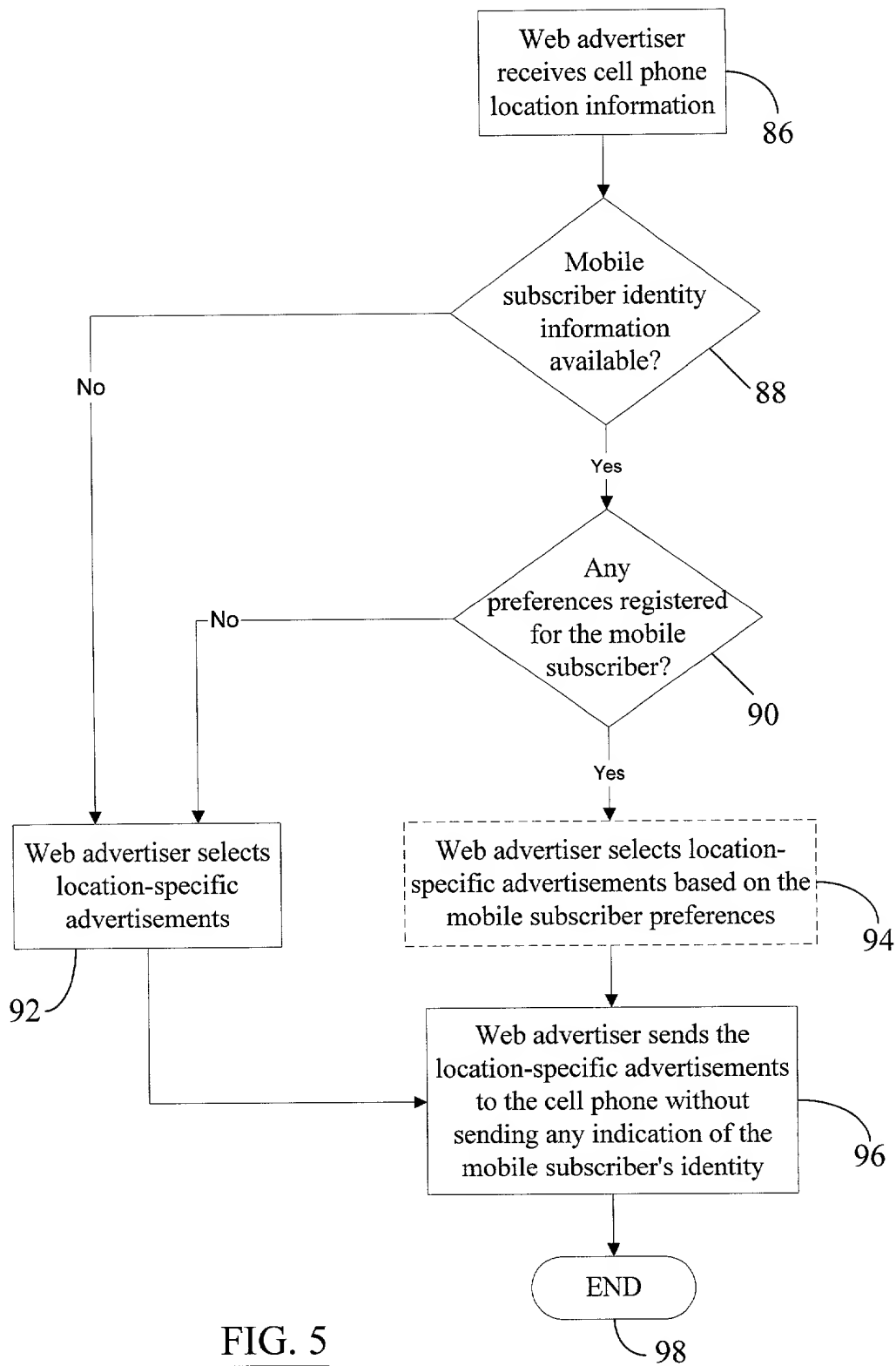


FIG. 5

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graph TD
    102[Mobile subscriber's identity information] --> 100[Cellular service provider receives cell phone location information]
    100 --> 104{Mobile subscriber's identity information blocked?}
    104 -- No --> 106{Any third party receiver of identity information?}
    104 -- Yes --> 108([END])
    106 -- No --> 108
    106 -- Yes --> 110[Cellular service provider sends mobile subscriber's identity information to the third party without disclosing the physical location of the mobile subscriber]
    110 --> 112[Third party sends user-specific advertisements to the cell phone]
    112 --> 108
```

FIG. 6

- 108

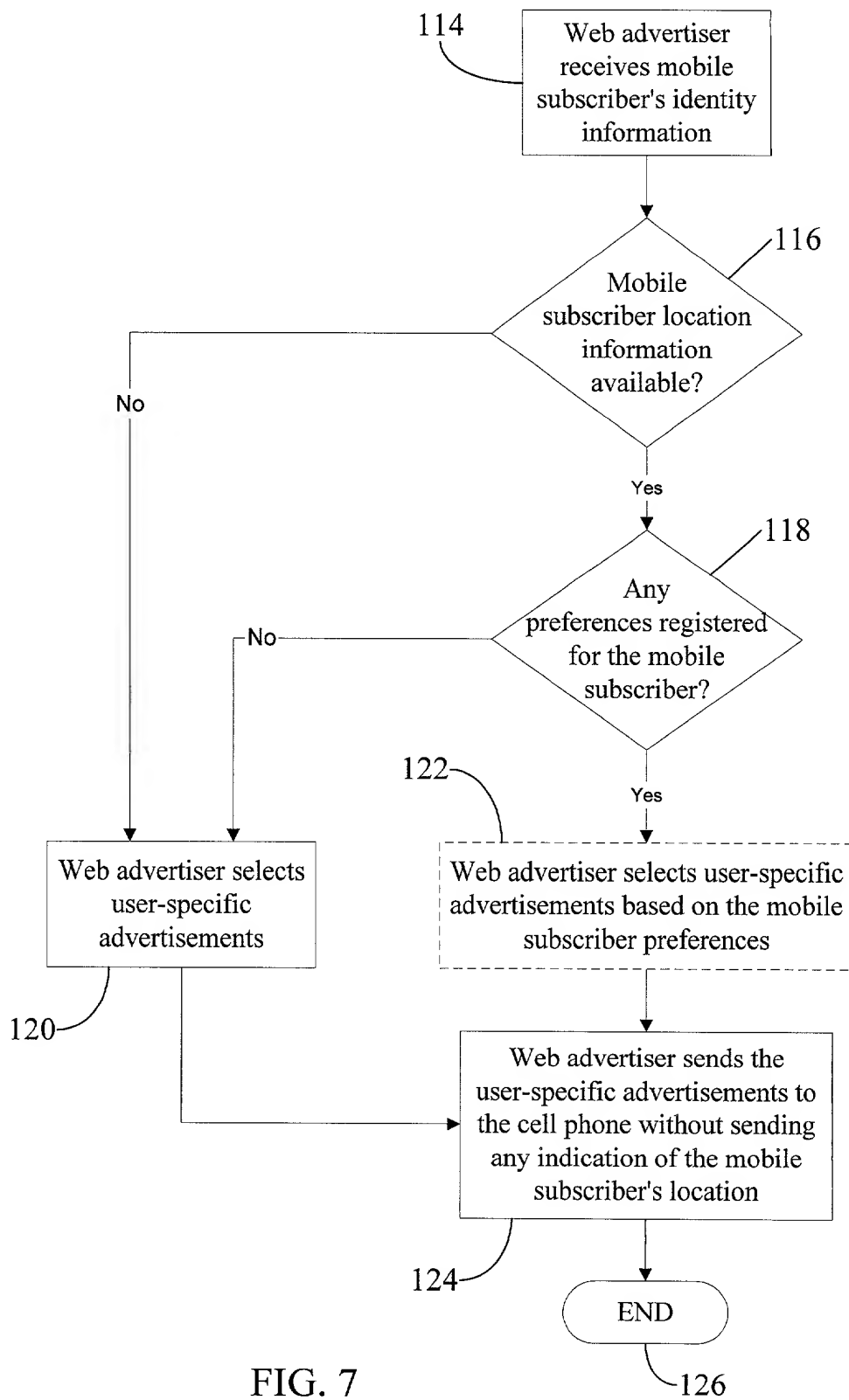


FIG. 7